

ABSTRACT OF THE DISCLOSURE

A system and method for generating large philanthropic funds through the use of a high entertainment value fund raising venue. Until now, the creation of large bounties to address societal problems has been the exclusive right of large philanthropists. If someone created a six million dollar reward for the eradication of a disease or solution of a problem, you might expect them to have a last name like Gates, Turner, Getty, Rockefeller, or Nobel. Small philanthropists, even though they may collectively account for the vast majority of all donations, have until now had little creative involvement and no real voice in how their donations were spent. The Bounty Fund offers large and small philanthropists alike the opportunity to design bounties with the potential to surpass those traditional bounties in terms of quality of creative design, magnitude, and mindshare.